

PLAYUP 

PlayUp Limited
ACN: 612 529 307



**SHAREHOLDER
UPDATE
FINANCIAL YEAR 2020**

Document Dated: 6 July 2020



06 July 2020

Dear Shareholder,

It's been an exciting year to say the least and what a ride this last few months have been!

On behalf of the Board of PlayUp Limited (PlayUp or the Company), I am pleased to share PlayUp's Key Milestones and Achievements accomplished in FY2020 (**See Appendix A**). This financial year has been a huge success with turnover exceeding AUD\$270m and recording our largest annual revenue to date.

Achieving record results was no easy feat given the suspension of sports due to COVID lockdown laws, especially for a wagering company with a Daily Fantasy Sport offering (Draftstars) that relies solely on sports being played for its income. However, we got ahead of the sport suspensions and rapidly; designed, developed and deployed a unique Daily Fantasy Horse Racing offering which kept our users on the Draftstars site. This demonstrates the innovation, drive and agility of the PlayUp team and the advantage of owning and operating one's own technology.

We are now focused on international expansion into the USA - a nascent sports betting market which is shaping up to be the most lucrative in the world. I am fortunate to announce the USA executive team will be spearheaded by Dr Laila Mintas, one of the world's leading experts in online wagering and Dennis Drazin, an inductee into the Sports Betting Hall of Fame. They have really hit the ground running, securing PlayUp highly sought-after sports betting rights for the states of New Jersey and Colorado - our initial launch territories which together have over half the population of Australia. Both Laila and Dennis join the PlayUp Limited board.

PlayUp's plan is to launch its wagering operation in the USA over the coming months followed by a proposed Initial Public Offering (IPO) on Nasdaq which is being led by New York based Investment Bank, Think Equity.

To fund our growth and imminent USA expansion, PlayUp is undertaking a partially underwritten Non-Renounceable Entitlement offer for eligible shareholders to participate. Preceding the Entitlement Offer, PlayUp shall consolidate its shares on a 1 for 35 basis to achieve the minimum share price required for a Nasdaq listing.

On behalf of the board, I thank you for your continued support and I look forward to announcing more great news over the coming months.

Yours faithfully,

Daniel Simic
Chairman and Global CEO



APPENDIX A - KEY MILESTONES AND ACHIEVEMENTS IN FY2020

CORPORATE/ GLOBAL

- Appointed; Think Equity (investment Bank), Ellenoff Grossman & Schole (IPO Attorneys) and UHY Haines Norton (Auditors) to drive the IPO.
- Appointed Laila Mintas as CEO (USA) of PlayUp inc and Executive Director
- Appointed Dennis Drazin as Non-Executive Director.
- Won tender for online wagering market access agreements in key launch states; New Jersey and Colorado.
- Passed ISO - 27001 Annexure A security audit

PLAYUP WAGERING

- Completed amalgamation of brands and consolidated the businesses to achieve considerable efficiency, cost savings and economies of scale.
- Began trading as 'PlayUp'.
- Established Outbound Sales & VIP Division.
- Added Esports, table tennis and weather betting markets to the wagering platform during COVID.

DRAFTSTARS

- Held Australia's biggest ever prize pool for Daily Fantasy Sports – 'AFL Live Final'.
- Launched innovative 'RapidFire' contests.
- Launched innovative Daily Fantasy Horse Racing
- Developed native Draftstars mobile app.
- Formed an exclusive partnership with Fantasy Insider which provides direct upload tools to the fantasy sports community. This effectively 'locked in' Australia's largest players to the Draftstars platform.

KEY PERSONNEL CHANGES

The following personal changes have been made in order to streamline the Australian operations and form the foundations of the USA Leadership Team.

- **CEO, USA:** PlayUp has appointed Dr. Laila Mintas as CEO of PlayUp USA. Dr Laila Mintas is one of the world's leading experts in online gaming and sports betting. Previously, she served as Deputy President, at multinational Sportradar (valued at 2.4bn during her tenure). Winner of awards such as; *Leaders in Sports*, *SBJ Game Changer* and the *International Award for Women in the Gaming Industry*. Laila was named one of 25 executives to watch in 2019 by GBB, SBJ Power Player Sports Betting 2019 and Business Insider's Leaders of the Sports Betting Industry 2019. Laila also joins the PlayUp Limited Board.



- **CEO, AUSTRALIA:** It is with great pleasure to announce that Paul Jeronimo steps into the position of CEO PlayUp Australia. Paul was formerly CFO at several ASX listed companies including Topbetta (acquired by PlayUp). Paul brings over a decade of public company experience to the group as well as a track record in reports driven management. This move streamlines the Australian operation and frees up Daniel Simics time to focus on the USA expansion and IPO.
- **NON-EXECUTIVE DIRECTOR:** PlayUp have appointed Dennis Drazin as Non-Executive Director of PlayUp Limited. Dennis is the Chairman and CEO of Darby Development LLC, which operates Monmouth Park on behalf of the New Jersey Thoroughbred Horsemen's Association. He masterminded the repeal of PASPA and was inducted to the Sports Betting Hall of Fame in 2019. Dennis runs his law firm Drazin and Warshaw and is a well-recognized expert and leading voice in the racing and gambling industry.

USA MARKET ACCESS AGREEMENTS/ LICENSING

- PlayUp was the successful tenderer for a New Jersey market access agreement which will allow the company to operate online wagering in the State of New Jersey and Colorado in the United States.
- PlayUp aim to be live in the USA in CY Q4.

USA IPO UPDATE

PlayUp has engaged New York-based Think Equity, a boutique investment bank who will provide financial and underwriting services and facilitate the Nasdaq IPO. PlayUp has also engaged New York-based legal counsel, Ellenoff Grossman & Schole Lawyers and independent auditors UHY International (UHY Haines Norton in Australia) to support Think Equity.

Corporate information on each adviser can be found at;

- Think Equity: <https://www.think-equity.com/>
- Ellenoff Grossman & Schole LLP: <https://www.egsllp.com/>
- UHY (International): <https://www.uhy.com/> UHY (Haynes Norton): <https://www.uhyhn.com/>



TECHNOLOGY

Consolidation of PlayUp's DFS and Wagering technologies to one platform continues. The market has shown that it places a much higher value on gambling companies that own and operate their own technology.

We are continuing with the development of our global Unified Wagering Platform, with single Wallet Sign-on, CRM, Single Verification, Single ID and Multiple Games architecture.

PRODUCTS AND MARKETING

Wagering

- A raft of new features have been launched giving PlayUp a solid feature set when comparing to the global tier one betting providers. Products and features such as; Odds Boost (BoostUp), Same day cash outs (PayUp) and our BoB (best of the best odds on major racing days) are giving our competition a run for their money.
- A report from Independent odds monitoring company, Dynamic Odds has scored PlayUp Number one for its odds competitiveness, comparing to the likes of SportsBet, BetEasy, Bet365, Ladbrokes, Tab, Unibet and Neds* **(NB: the lower the number the better the score)**

	BET EASY	bet365	sportsbet	TAB VIC	Ladbrokes	neds	UNIBET	sports betting	PLAYUP
	BetEasy	Bet365	Sportsbet	TAB Fixed	Ladbrokes	Neds	Unibet	SportsBetting	PlayUp
Aus Average	120.91	122.43	120.53	121.66	121.40	121.40	120.12	121.52	119.58

*report accurate as of June 1 2020.

Fantasy Sports

- PlayUp have released a revolutionary new range of racing contests on its Draftstars platform. The racing contests bridge the gap between traditional racing and DFS. Horse Racing was launched on the Draftstars prior to the suspension of AFL and NRL filling the hole left by the absence of such sports to bet on during the COVID period.
- Next in the line-up of releases is Esports. PlayUp already offers Esports betting markets and with the capability to offer Daily Fantasy Esports, PlayUp will soon be one of only a select few operators in the world offering Daily Fantasy eSports. You may already know eSports is a market to watch as this space goes from strength to strength globally.

PLAYUP

IT PAYS TO PLAY.

- In a major coup over our competition locally, PlayUp has inked an exclusive deal with Fantasy Insider, a business that provides tools to fantasy sports players to help them create their line-ups to enter into all fantasy sports platforms. Players that use this tool account for 35% of fantasy sports players in Australia. As of June 1, Fantasy Insiders tools will be exclusive to Draftstars. A major coup over our competitors as without these tools what takes minutes on our platform may take big players hours on competitor platforms.



FINANCES

PlayUp recently completed its audited financial statements for FY2019 and will be circulated to all shareholders in July 2020. FY2020 financial audit has already begun.

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